

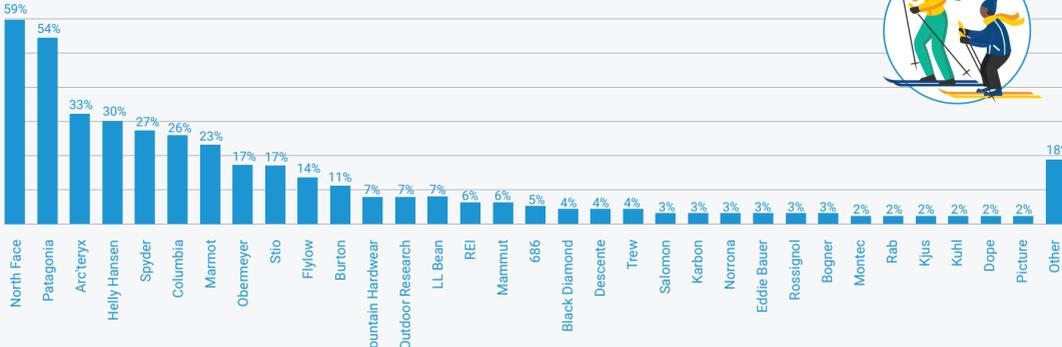
INSIGHTS FROM SIA'S CONSUMER PANEL OF WINTER SPORT ENTHUSIASTS

APPAREL BRANDS

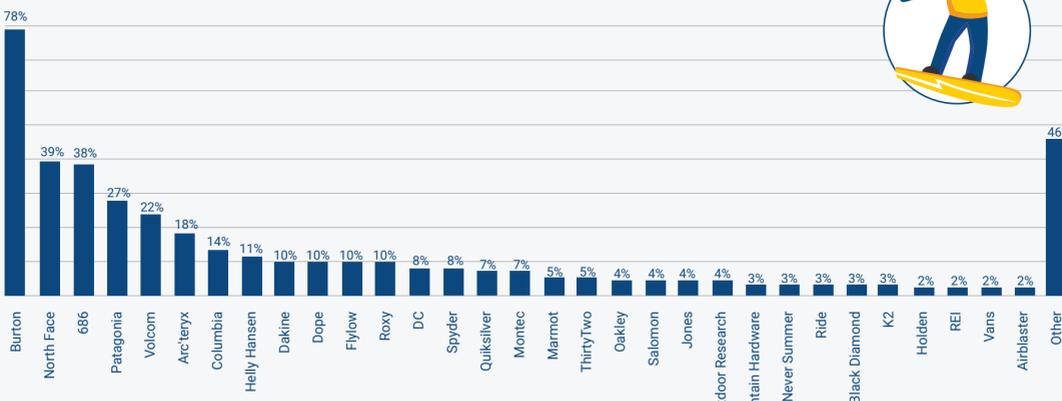
UNAIDED AWARENESS

Responses below reflect top-of-mind, unaided responses. Respondents were only asked for their respective sports. All respondents were asked about base/midlayers. Data were cleaned, coded, and aggregated. "Other" in each category includes many other brands (<1% each).

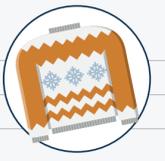
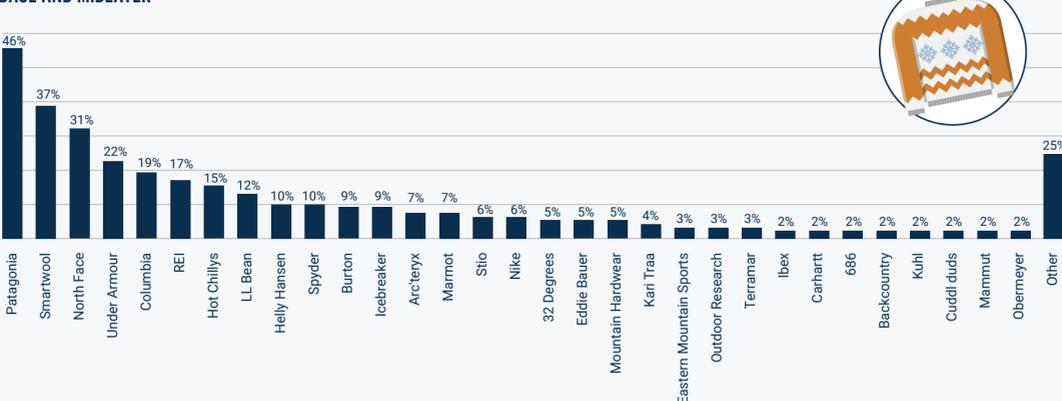
OUTERWEAR FOR SKIING



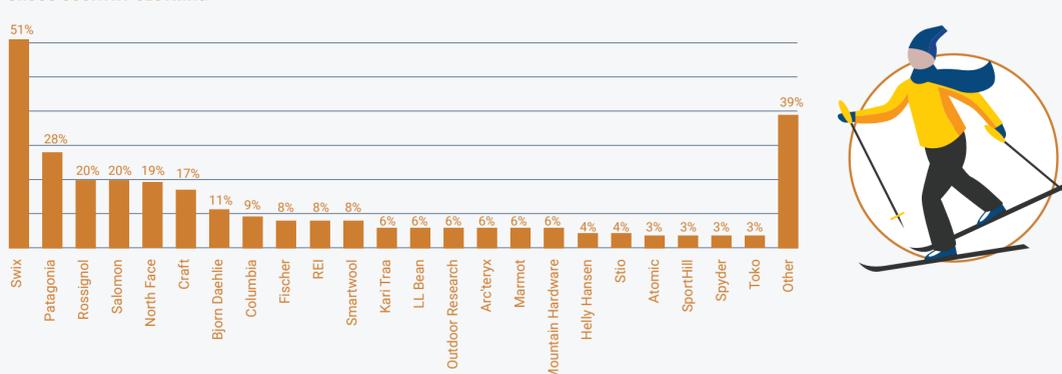
OUTERWEAR FOR SNOWBOARDING



BASE AND MIDLAYER



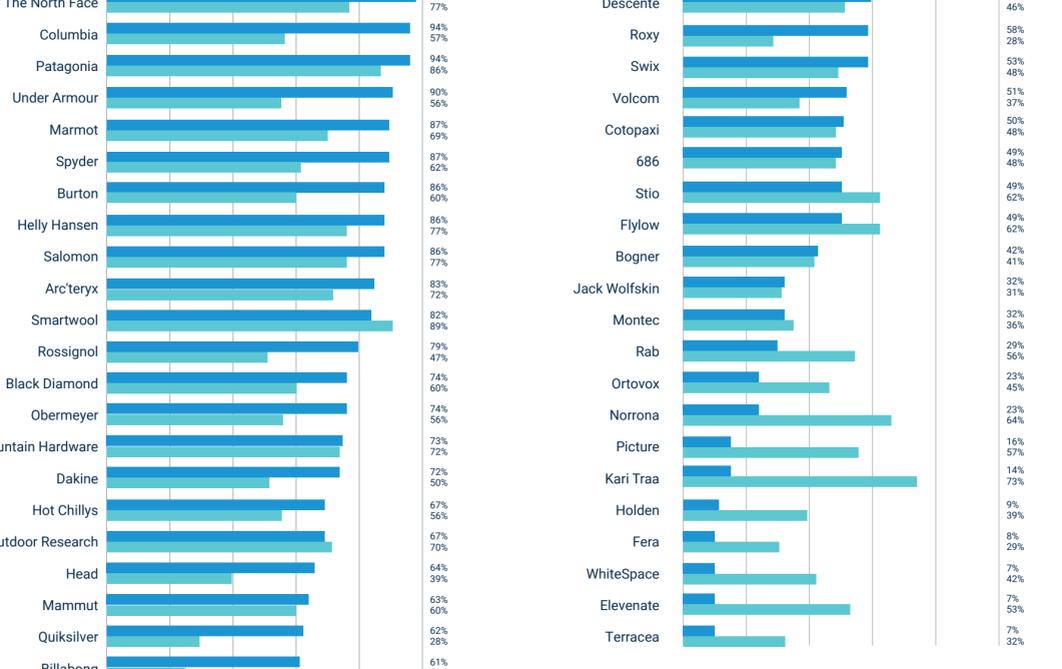
CROSS COUNTRY CLOTHING



AIDED AWARENESS AND PERCEPTIONS

Responses below reflect aided responses where respondents were shown a list of brands then asked if they were aware of each brand. Respondents were shown all brands, not filtered by sport. If they were aware of the brand, they were then also asked their perception of that brand (somewhat or very positive perception shown).

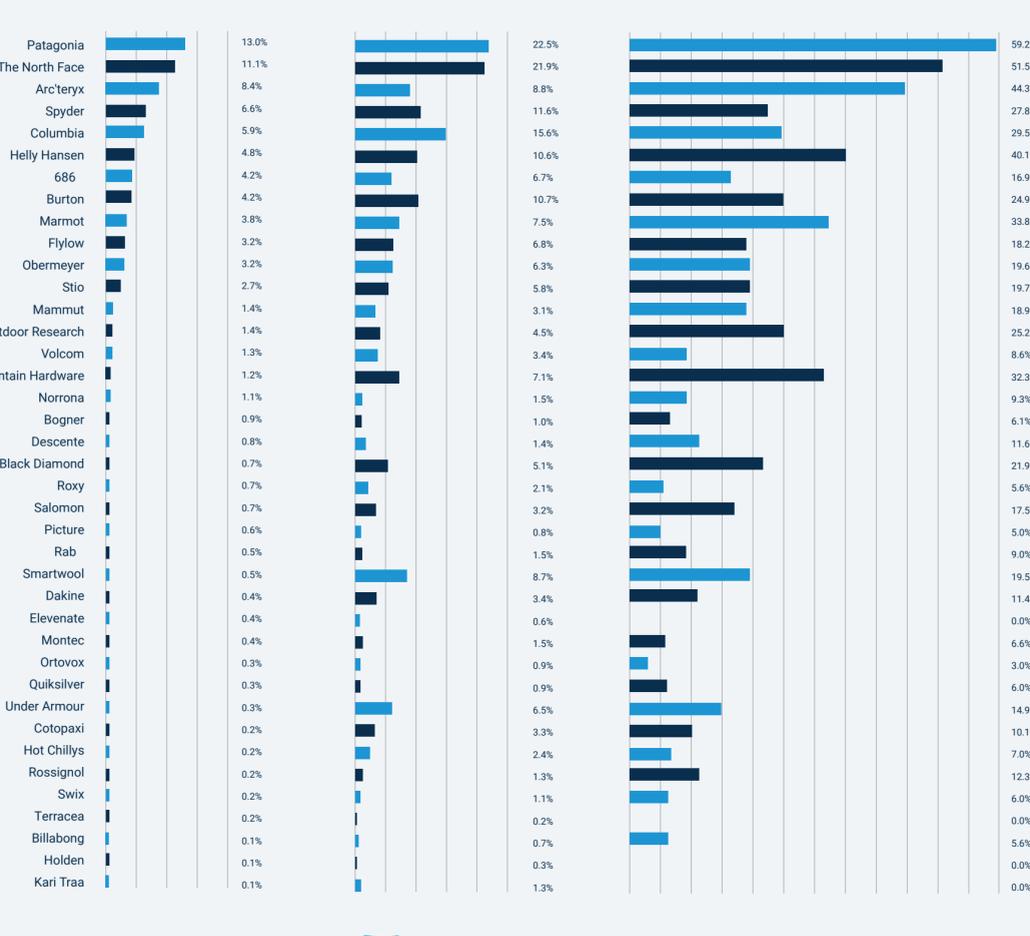
■ AIDED AWARENESS ■ PERCEPTIONS (VERY OR SOMEWHAT POSITIVE)



OUTERWEAR

FAVORITE, PAST PURCHASE, AND FUTURE CONSIDERATION

Responses below show participants' favorite outerwear brands (they could only select one), brands they report having purchased in the past 12 months, and brands they would consider the next time they're shopping for outerwear (they could select multiple).



BASE AND MIDLAYERS

FAVORITE, PAST PURCHASE, AND FUTURE CONSIDERATION

Responses below show participants' favorite base/midlayer brands (they could only select one), brands they report having purchased in the past 12 months, and brands they would consider the next time they're shopping for base/midlayers (they could select multiple).

